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**I CLAIM:**

1. A book created in electronic media by a user, said book comprising content selected by the user from content available through a host or a host's one or more Content Partners, in a structure designed by the user.
- 5 2. The book of claim 1, further defined as stored on a secure server.
3. The book of claim 1, wherein the content available through a host or a host's one or more Content Partners is selected from the group consisting of Web pages, audio, streaming video, and digital pictures.
4. The book of claim 1, wherein the content is selected from a group of  
10 applications consisting of MYLIFEBOOK, MYTRAVELBOOK, MYMONEYBOOK, MYFOODBOOK, MYWINEBOOK, and MYPersonalTrainer.
5. A method of creating a personalized book in electronic media, said method comprising:  
15 (a) providing personal information about a user;  
(b) selecting a structure for the book;  
(c) selecting content of interest to the user; and  
(d) manipulating the selected content into a book.
6. The method of claim 5, wherein the personal information comprises  
20 life events selected by the user.